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Message Text

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45
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 RSC-01 /021 W
---------- 021277
R 041426Z FEB 75
FM AMEMBASSY OSLO
TO USDOC WASHDC
INFO SECSTATE WASHDC 9258
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY STOCKHOLM

UNCLAS OSLO 0478

E.O. 11652: N/A
TAGS: BEXP, BTRA, NO
SUBJ: FOREIGN BUYER PROGRAM: NORWEGIAN GROUP TO OTC

REF: STATE 13480 (NOTAL); OSLO 049 (NOTAL)

1. EMBASSY IN COOPERATION WITH PANAM AND LOCAL TRAVEL AGENT, PROCEEDING WITH PROJECT FOR EMBASSY-SPONSORED FBG TOUR TO HOUSTON OTC AS PROPOSED IN OSLO 49 AND WITH BACKSTOPPING AS OUTLINED IN STATE 13480.

2. MINIMUM PARTICIPATION SET AT 15 TO QUALIFY FOR GROUP TRAVEL RATES. BOOKING DEADLINE MARCH 15. PARTICI-PATION FEE SET AT LEVEL TO COVER TRAVEL EXPENSES AND LODGING (NOT MEALS), COST FOR FSL OLAV P. CAMPBELL WHO WILL ACT AS TOUR LEADER. TRANSLATION OF TOUR PROSPECTUS FOLLOWS BY POUCH.

3. ITINERARY: MAY 4 DEPART OSLO, ARRIVE HOUSTON; MAY 5-7 VISITS TO OTC; MAY 8-13 INDIVIDUAL ARRANGEMENTS; MAY 13 BRIEFING BY DOC, DEPARTURE FOR SOLO VIA LONDON.

4. DOC BACKSTOPPING: (A) IDENTIFY EXHIBITORS SEEKING REPRESENTATION IN NORWAY AND PROVIDE THISIINFORMATION TO EMBASSY BY MID-MARCH; (B) PROVIDE ESCORT OFFICER OR ENSURE AVAILABILITY OF HOUSTON DISTRICT OFFICE PERSONNEL TO
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ASSIST GROUP AT OTC; (C) DESIGNATE PROJECT OFFICER (J.

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VOTTA); (D) ARRANGE BRIEFING AT DOC WASHINGTON MAY 13.

5. SUGGEST FOLLOWING TOPICS BE INCLUDED AT BRIEFING:
STATUS OF OILFIELD EQUIPMENT INDUSTRY IN US AND FRANK DISCUSSION OF SUPPLY/DELIVERY PROBLEMS; EXPORT FINANCING INCLUDING CURRENT EXIMBANK PLICIEIS REGARDING OILFIELD EQUIPMENT; WHAT US EXPORTERS EXPECT FROM OVERSEAS AGENTS/DISTRIBUTORS/MANUFACTURING LICESEES; OTHER DOC PROGRAMS DESIGNED TO ASSIST US EXPORTERS AND OVERSEAS IMPORTERS (TOP, EXHIBITS, ETC.). OBJECTIVE OF MEETING (ASIDE FROM PUBLIC RELATION OBJECTIVES) WOULD BE TO PROVIDE FORMAL, AUTHORITATIVE EXPOSITION OF HOW US CAN SERVICE NORWEGIAN SUPPLIERS TO NORTH SEA OFFSHORE OIL INDUSTRY-WHAT THOSE SUPPLIERS CAN EXPECT FROM US AND WHERE PROBLEMS (IF ANY) LIE. LEVEL OF GROUP EXPECTED TO BE CHIEF EXECUTIVE OFFICERS OF LEADING IMPORTERS/DISTRIBUTORS OF INDUSTRIAL (PARTICULARLY OILFIELD) EQUIPMENT.

6. FYI-FSL CAMPBELL EXPECTS TO SPEND PERIOD MAY 8-13 VISITING DALLAS, CHICAGO, ANDWASHINGTON TO SURVEY FEASIBILITY OF CONSUMER GOODS FBG SECOND QUARTER FY 76. APPROPRIATE ASSISTANCE FROM DISTRICT OFFICES REQUESTED. IN WASHINGTON, CAMPBELL WISHES IN-DEPTH DISCUSSION OF FOREIGN BUYER PROGRAM AND TRADE OPPORTUNITY PROGRAM, AS WELL AS CONSULTATIONS WITH COUNTRY MARKETING MANAGER (COVERING CCP, IN-COUNTRY MARKET PROMOTION PROGRAMS, OPERATIONS OF STOCKHOLM TRADE CENTER, ETC.).

7. FOR COPENHAGEN, HELSINKI, STOCKHOLM: WE WILL BE AIRMAILING COPIES OF REFTELS AND TRANSLATIONS OF TOUR PROSPECTUS IN THE EVENT YOU MAY HAVE POTENTIAL CANDIDATES FOR THIS TOUR.

8. FOR DOC: FSL CAMPBELL'S WILLINGNESS TO PAY MEALS AND INCIDENTAL EXPENSES OUT-OF-POCKET TO ENSURE SUCCESS OF THIS VENTURE IS YET ANOTHER INDICATION OF HIS DEDICATION TO US EXPORT PROMOTION PROGRAMS. EMBASSY HOPES DOC WILL MAKE APPROPRIATE ACKNOWLEDGEMENT.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 04 FEB 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975OSLO00478
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750040-1038
From: OSLO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750274/aaaacoqc.tel
Line Count: 99
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 13480, 75 (NOTA OSLO 049
Review Action: RELEASED, APPROVED
Review Authority: CunninFX
Review Comment: n/a
Review Content Flags:
Review Date: 15 APR 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <15 APR 2003 by RuthemTJ>; APPROVED <07 JAN 2004 by CunninFX>
Review Markings:

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Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FOREIGN BUYER PROGRAM: NORWEGIAN GROUP TO OTC
TAGS: BEXP, BTRA, NO
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006